

## CLAIMS

What is claimed is:

1. A method comprising:  
  
inserting a trigger into a program, wherein the trigger comprises a predetermined  
  
criteria;  
  
broadcasting the program comprising the trigger;  
  
transmitting the trigger based on the predetermined criteria;  
  
detecting the trigger based on the predetermined criteria; and  
  
displaying a website corresponding to the trigger.
2. The method of claim 1, wherein the inserting the trigger into a program comprises  
inserting the trigger into the content of the program.
3. The method of claim 1, wherein the trigger comprises an audio trigger, wherein  
the audio trigger comprises audio tone sequences.
4. The method of claim 1, wherein the trigger comprises a video trigger, wherein the  
video trigger comprises the audio tone sequences and video motion sequences.
5. A method comprising:  
  
providing web content relating to a broadcast program;  
  
providing a trigger event for a web device in the form of an audio tone sequence  
  
associated with the web content; and  
  
causing the web device, located sufficiently close to a receiving device to detect  
  
the audio tone sequence when emitted by the receiving device, to retrieve  
  
and present the web content concurrent with the presentation of the

broadcast program by the receiving device by embedding the audio tone sequence into an audio feed of the broadcast program.

6. The method of claim 5, wherein the web device comprises a web tablet.
7. The method of claim 5, wherein the web device comprises a computer system.
8. The method of claim 5, wherein the receiving device comprises a television.
9. A method comprising:  
monitoring audio output of a receiving device, that is receiving and presenting a  
broadcast program, for a trigger in the form of an audio tone sequence;  
in response to detecting the trigger, determining a uniform resource locator (URL)  
of web content associated with the broadcast program based on the audio  
tone sequence; and  
synchronizing the web content to the broadcast program without the need for user  
action by automatically retrieving and presenting the web content  
simultaneous with the presentation of the broadcast program.
10. The method of claim 9, wherein the presenting the web content comprises  
diversified presentation of the web content based on a predetermined criteria  
comprising time-based diversification and location-based diversification.
11. The method of claim 9, further comprising terminating the presentation of the  
web content based on the predetermined criteria.
12. A device interaction system comprising:  
a broadcaster to embed a trigger into a program;  
a multimedia device to transmit the trigger; and



20. The method of claim 18, wherein the monitoring the program to detect the trigger comprises recognizing the parameters of the trigger.
21. The method of claim 18, wherein the detecting the trigger comprises matching the recognized parameters of the trigger to predetermined parameters.
22. The method of claim 18, wherein the translating the trigger into a corresponding URL comprising:  
translating the trigger into a code;  
translating the code into the corresponding URL.
23. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:  
insert a trigger into a program, wherein the trigger comprises a predetermined criteria;  
broadcast the program comprising the trigger;  
transmit the trigger based on the predetermined criteria;  
detect the trigger based on the predetermined criteria; and  
display a website corresponding to the trigger.
24. The machine-readable medium of claim 23, wherein the trigger comprises an audio trigger, wherein the audio trigger comprises audio tone sequences.
25. The machine-readable medium of claim 23, wherein the trigger comprises a video trigger, wherein the video trigger comprises the audio tone sequences and video motion sequences.

26. A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:  
  
insert a trigger into a program, wherein the trigger comprises parameters;  
  
monitor the program to detect the trigger;  
  
detect the trigger;  
  
translate the trigger into a corresponding URL;  
  
display a website corresponding to the URL.
27. The machine-readable medium of claim 26, wherein the sequences of instructions, which when executed by the processor, further causes the processor to broadcast the program containing the inserted trigger.
28. The machine-readable medium of claim 26, wherein the monitoring the program to detect the trigger further causes the processor to recognize the parameters of the trigger.
29. The machine-readable medium of claim 26, wherein the detecting the trigger further causes the processor to match the recognized parameters of the trigger to predetermined parameters.
30. The machine-readable medium of claim 26, wherein the translating the trigger into a corresponding URL further causes the processor to:  
  
translate the trigger into a code;  
  
translate the code into the corresponding URL.